Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. **(Currently Amended)** A method of dynamically determining an optimal advertisement to be used by an Internet merchant, comprising:

(a) receiving configuration data from the Internet merchant, wherein such configuration data ~~assists in communication with the Internet merchant~~ comprises a percentage of visitors to the Internet website who are to participate in experiments and time-related information concerning the experiments;

(b) randomly choosing visitors to the website to participate in the experiments according to the configuration data;

(c) running ~~multiple~~ the experiments according to the configuration data on ~~an on-going basis~~ on the randomly chosen visitors ~~to the Internet website~~;

~~(c)~~(d) dynamically determining an optimal advertisement, wherein the determination of the optimal advertisement involves real time learning from the analyses of the experiments of step ~~(b)~~ (c); and

~~(d)~~(e) thereafter using the optimal advertisement determined in step ~~(c)~~ (d).

2. **(Currently Amended)** The method of claim 1, wherein step ~~(c)~~ (d) comprises determining an advertisement that optimizes highest click-through rate.

3. **(Currently Amended)** The method of claim 1, wherein step ~~(c)~~ (d) comprises determining an advertisement that optimizes highest ~~click-rate~~ buy-rate.

4. **(Currently Amended)** The method of claim 1, wherein step ~~(c)~~ (d) comprises determining an advertisement that optimizes a combination of click-through rates and buy-rates.

5. **(Original)** The method of claim 4, wherein the combination is determined through a weighted formula.

6. **(Original)** The method of claim 1, wherein said configuration data includes sampling parameters.

7. **(Currently Amended)** The method of claim 1, where said configuration data includes potential advertisements that are offered to the sampled visitors in step ~~(b)~~ (c).

8. **(Original)** The method of claim 1, wherein said configuration data includes whether the sampling is to be performed continuously or at discrete intervals.

9. **(Previously Presented)** The method of claim 1, wherein said configuration data includes data for segmenting the visitors into clusters.

10. **(Original)** The method of claim 1, wherein said configuration data includes a minimum threshold for automatically propagating an optimal advertisement.

11. **(Original)** The method of claim 1, wherein said random sampling is performed on the entire population of visitors to the website.

12. **(Original)** The method of claim 1, wherein visitors to the website are grouped, and each group is sampled separately.

13. **(Previously Presented)** The method of claim 12, wherein the optimal advertisement determined for each group optimizes price.

14. **(Currently Amended)** The method of claim 13, additionally comprising updating the website such that a visitor is presented with the optimal advertisement determined in step ~~(c)~~ (d) according to the visitor's group.

15. **(Original)** The method of claim 12, wherein groups are determined based upon prior purchasing behavior.

16. **(Original)** The method of claim 12, wherein groups are determined based upon demographic characteristics.

17. **(Original)** The method of claim 1, additionally comprising:

(d) automatically updating the website to use the optimal advertisement determined in step (c).

18. **(Original)** The method of claim 1, additionally comprising:

(d) automatically updating the website to use the optimal advertisement determined in step (c) if the determination for the optimal advertisement meets a minimum threshold.

19. **(Original)** The method of claim 18, wherein the minimum threshold is that the optimal determined in step (c) is a predetermined percentage better than a currently offered advertisement.

20. **(Previously Presented)** A method of dynamically determining an optimal advertisement to be used by an Internet merchant, comprising:

(a) receiving configuration data from the Internet merchant, wherein such configuration data ~~assists in communication with the Internet merchant~~ comprises a percentage of visitors to the Internet website who are to participate in experiments and time-related information concerning the experiments;

(b) randomly choosing visitors to the website to participate in the experiments according to the configuration data;

(c) running ~~multiple~~ the experiments according to the configuration data on ~~an on-going basis~~ on the randomly chosen visitors ~~to the Internet website~~;

~~(c)~~(d) dynamically determining an optimal advertisement, wherein the determination of the optimal advertisement involves real time learning from the analyses of the experiments of step ~~(b)~~ (c);

~~(d)~~(e) thereafter using the optimal advertisement determined in step ~~(c)~~ (d); and

~~(e)~~(f) repeating steps (a) - ~~(d)~~ (e) using the determinations made in step ~~(b)~~ (c) as configuration data in step (a).

21. **(Cancelled)**

22. **(Cancelled)**